



## EXPERIENCE

Consumer Sales & Marketing Manger @ Soléna Estate / 2021 – Present

Oversight Of All Sales, Marketing, And Hospitality Operations That Impact The Consumer Demographic. Development Of Long-Term Brand Strategy And Annual Tactics As Well As Ongoing Operations Optimization To Better Align With And Even Set Best Business Practices And Industry Standards. Reimagining And Management Of Wine Club Subscription Program, Hospitality Experiences Across The Estate, Events (both Branded And Private), Facilities, As Well As The Consumer Experience. All Made Possible Through The Leadership, Recruitment, And Oversight Of A World-Class Four To Eight Person Hospitality Operations Team.

Senior Content Innovator @ Carnegie Dartlet / Full-Time 2019 – 2021 / Outside Consultant 2021 - Present

Responsible For The Envisionment of New Strategic Directions & Products, The Conceptualization & Development Of Innovative New Content & Frameworks, And Acting As A Champion For The Enactment Of Any Change Required To Propel The Company's Innovation Portfolio Forward. Ancillary Accountabilities Include Definition Of New Product Trajectories, Grounding New Product Extensions & Processes In Definitive Data & Insights, And Refining New Products & Services To Provide The Highest Value To Clients & Partners.

Content Strategist @ Carnegie Dartlet / 2018 – 2019

Creation Of Strategic Communication Plans & Documents To Guide Organizational Objectives. Capture, Build Out, And Dissemination Of Stories That Inspire & Excite Employees, Prospects, & Clients. Effective Translation Of An Archetypal Framework Into Compelling Content. Tailoring Of Messaging, Narratives, Stories, And Content For Different Audiences To Drive Action. Collaboration With A Dynamic Team Of Designers, Artists, And Writers To Produce & Elevate Content Above Industry Standard. Contribution To High-Level Brand Campaigns, Enrollment Analyses & Evaluation, And Distillation Of Complex Messaging.

Marketing Manager @ Soléna Estate / 2017 – 2018

Leadership Of All Marketing Efforts, Including: Email Content Development, Design, & List Management, Social Media Strategy & Execution, Content Creation & Management, Website Design, Development, & Maintenance, E-Commerce & CRM Database Structure & Management, Ideation Of Winery Events & Development Of Event Marketing Plans, Oversight Of All Collateral Design & Production, Contributed To Distribution, National Outreach, & Corporate Partner Initiatives, And Daily DTC Tasting Room Sales & Engagement With Guests.

Project Manager @ Cogeo / 2016 - 2017

Management Of All Clients' Projects, Maximization Of Corporate Growth & Responsibility For Scaling The Startup Into A Growth Stage Company. Activities Include Daily Management & Collaboration With 10 - 15 Direct Reports & Systematically Crafting Processes, Developing Monetizable Products, & Collaboratively & Effectively Executing Upon The Following: Campaign Consulting, Graphic Design, Technical Development, Foundation Outreach, Corporate Engagement, Data & Research, Finance, And Legal.

Director of Data & Research @ Cogeo / 2016

Leadership Of All Data/Trend/Research Efforts, Including But Not Limited To, Continual Capture, Curation, Aggregation, Analysis, & Forecasting. Development Of Data/Research Supported Divergent & Convergent Insights. Triangulation Of Disparate Data Points/Insights To Allow The Company To Craft Comprehensive Development Strategies For Non-Profit Client Organizations.

## EDUCATION

Bachelor of the Arts in Advertising Management @ Portland State University